

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 2/28/2014

GAIN Report Number:

China - Peoples Republic of

Post: Beijing ATO

U.S. International Foods Finding New Markets In Beijing

Report Categories:

Agricultural Trade Office Activities

CSSF Activity Report

Export Accomplishments - Other

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Report Highlights:

ATO has worked with Missouri-based exporter U.S. International Foods for several years⁰, connecting them with local distributors and buyers. Their commitment is paying off, as new accounts begin to yield sales.

General Information:

U.S. International Foods is an exporter of packaged foods that has made a strong push into China. ATO/Beijing has helped to connect USIF to retailers and distributors in North China as they build their presence in country. Most recently, USIF participated in ATO's tabletop trade show (see separate report). Although they booked \$32,000 in sales at this CSSF-funded event, they made contact with several important buyers, particularly one of the largest players in Chinese e-commerce. Although still pending, this account has the potential for very substantial sales volumes.

ATO also helped to connect USIF with yet another e-commerce platform Womai.com, which booked initial orders of \$115,000 in snack foods. Womai is the e-commerce arm of state-owned importer COFCO. The COFCO connection has potential beyond Womai: the company acts as a large-volume importer that supplies small and independent grocery chains that lack the resources to import themselves or become major accounts for specialty importers. For more background on Womai.com, see separate ATO/Beijing report on our Chinese New Year fresh fruit promotion with them.